

FIND OUT HOW OUR "TRADE FAIR CERTIFICATION" WITH THE U.S. DEPARTMENT OF COMMERCE WILL DIRECTLY HELP U.S. COMPANIES!

 **POWER-GEN**
BRASIL™

HydroVision®
BRASIL

DISTRIBUTECH®
Brasil



21-23 OCTOBER 2014

SÃO PAULO, BRASIL / TRANSAMERICA EXPO CENTER

WWW.POWERBRASILEVENTS.COM

BREAKING INTO THE BRAZILIAN MARKET WITH SUCCESS.

Owned & produced by: **PennWell®**
DO BRASIL

Media Sponsors:



HYDRO
REVIEW

POWERGRID
INTERNATIONAL

PennWell do Brasil's power generation, transmission and distribution events -- POWER-GEN Brasil, HydroVision Brasil, and DistribuTECH Brasil -- have been granted "Trade Fair Certification" by the U.S. Department of Commerce.

WHAT DOES "TRADE FAIR CERTIFICATION" MEAN?

The U.S. government only certifies events which are proven to deliver a high-quality, multi-faceted opportunity for American companies to successfully market their products or services overseas.

PennWell do Brasil and the U.S. Government are committed to work together to increase the number of Export Successes (sales and partnership agreements) generated at the three co-located PennWell do Brasil events (POWER-GEN Brasil / HydroVision Brasil / DistribuTECH Brasil).

WHAT YOUR COMPANY CAN GET FROM THIS SUPPORT:

- ▶ Pre-show industry/country market briefing on potential business opportunities and how to do business in Brazil.
- ▶ One-on-one counseling covering how to work with local firms, pursuing promising opportunities, pricing, distribution, making agreements, local laws, tariffs, government services, etc.
- ▶ Opening ceremony/reception hosted by a U.S. Government official (Ambassador/Consul General/ Commercial Officer) for U.S. Exhibitors and clients.
- ▶ Pre-arranged Matchmaking/contact facilitation for U.S. exhibitors with local potential business partners, customers and/or government officials.

WHY BRAZIL?

- ▶ One of the world's fastest growing economies.
- ▶ The largest power market in Latin America and third largest in America region after the United States and Canada.
- ▶ Power generation is dominated by hydro power which account for more than 70% of the overall installed capacity.
- ▶ By 2020, Brazilian energy consumption is forecasted to grow by more than 500 TWh and it will require sources like wind, solar, biomass to contribute to the supply.
- ▶ Increased focus on energy security amidst the nation's preparations to host the 2014 World Cup and the Olympic Games in 2016.
- ▶ Inflow of investments for building new transmission and distribution lines and revamping the old ones, presenting a wide variety of opportunities for financial and technical service providers.
- ▶ Total smart grid in Brazil is expected to increase to \$36.6 billion by 2022. Business drivers for smart grid implementation are reducing non-technical losses, improving reliability (reducing frequency and duration of outages), and new pricing plans to increase flexibility for customers, all of which are expected to encourage economic growth.

CONTACT

Interested in getting more information on the USDOC – and how to break into the Brazilian market?



Igly Serafim

Senior Business Development Specialist, International Trade Administration
U.S. Department of Commerce
Igly.Serafim@trade.gov

Interested in exhibiting at PennWell do Brasil's power generation, transmission and distribution events -- POWER-GEN Brasil, HydroVision Brasil, and DistribuTECH Brasil, visit PowerBrasilEvents.com today.

POWER-GEN BRASIL **Bridgett Maddux**

North America
T: +1 918-549-0473
E: bridgett@pennwell.com

HydroVision Brasil **Amy Shinkle**

North America
T: +1 918-832-9360
E: amys@pennwell.com

DistribuTECH Brasil **Sandy Norris**

North America / Canada
T: +1 918-831-9115
E: sandyn@pennwell.com

